



Station Order Revised Add to Schedule Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Monday, September 17, 2012 to Sunday, September 23, 2012

Estimate ID

11793

Contact: Eileen Baggett

Email: eileen.baggett@wavy.com

Phone: 757-393-1010

Fax: 757-396-6151

Direct:

WAVY-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
WAVY 5a News	EM	M-F	\$300.00	1	1	1	1				4
5:00 AM 6:00 AM		30	\$1,200.00								
Sold Out: Lowest Rate to Clear per WAVY											
Today Show	EM	M-F	\$700.00		1			1			2
7:00 AM 9:00 AM		30	\$1,400.00								
Sold Out: Lowest Rate to Clear per WAVY											
Sunday Today	EM	Su	\$225.00							1	1
8:00 AM 9:00 AM		30	\$225.00								
Today II	DT	M-F	\$125.00			1					1
9:00 AM 10:00 AM		30	\$125.00								
Today III	DT	M-F	\$100.00					1			1
10:00 AM 11:00 AM		30	\$100.00								
Maury Povich	EF	M-F	\$100.00		1		1				2
3:00 PM 4:00 PM		30	\$200.00								
Anderson Cooper	EF	M-F	\$125.00			1					1
4:00 PM 5:00 PM		30	\$125.00								
WAVY 6p News	EN	M-F	\$800.00		1		1				2
6:00 PM 6:30 PM		30	\$1,600.00								
Sold Out: Lowest Rate to Cler per WAVY											
Ent Tonight	PA	M-F	\$600.00	1		1		1			3
7:00 PM 7:30 PM		30	\$1,800.00								
Sold Out: Lowest Rate to Cler per WAVY											
Insider	PA	M-F	\$600.00	1				1			2
7:30 PM 8:00 PM		30	\$1,200.00								
Sold Out: Lowest Rate to Cler per WAVY											
Office/Parks	PT	Th	\$700.00				1				1
9:00 PM 10:00 PM		30	\$700.00								
Saturday 11p News	LN	Sa	\$500.00						1		1
11:00 PM 11:30 PM		30	\$500.00								

Chris Vail

Media Strategies and Research

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Date/Time Sent: 9/5/2012 11:33:45 AM

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Page 1 of 2

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		Length			Sep 17	Sep 18	Sep 19	Sep 20	Sep 21	Sep 22	Sep 23	
Sunday 11p News	LN	Su		\$500.00							1	1
11:35 PM 12:05 AM		30		\$500.00								
Tonight Show	LF	M-F		\$125.00	1							1
11:35 PM 12:35 AM		30		\$125.00								
Station Gross Totals				\$9,800.00	4	4	4	4	4	1	2	23

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Page 2 of 2